

NEMS market research
NEWCASTLE-UNDER-LYME AND KIDSGROVE – IN STREET SURVEY

INTRODUCTION: Good morning / afternoon, I am from **NEMS** market research, an independent market research company. We are conducting a short survey in (study centre) for Newcastle-under-Lyme Borough Council about shopping and other town centre services. Do you have 5 minutes to answer some questions ?

ASK ALL:

Q.A. First of all, can I ask you do you work in any of the following?

READ OUT:

Retail	CLOSE INTERVIEW
Market Research	CLOSE INTERVIEW
None of these	CONTINUE, GO TO Q.1

ASK ALL:

Q.1 Why are you in (STUDY CENTRE) today?

PROMPT UP TO 3 RESPONSES. CODE UP TO 3 RESPONSES

Shopping for food only	1	GO TO Q.3
Shopping for non-food goods only	2	GO TO Q.3
Shopping for both food & non-food items	3	GO TO Q.3
Window shopping	4	GO TO Q.2
To visit the market	5	GO TO Q.2
To visit a restaurant / café / public house	6	GO TO Q.2
To have a walk / stroll around	7	GO TO Q.2
To use services (e.g. bank, post office, hairdressers)	8	GO TO Q.2
Work / business purposes	9	GO TO Q.2
Healthcare (e.g. doctor, dentist, optician)	A	GO TO Q.2
Social / leisure reason (e.g. meeting friends, going to gym)	B	GO TO Q.2
Tourism (e.g. holiday, day trip)	C	GO TO Q.2
Other (PLEASE WRITE IN)	D	
(None)	E	GO TO Q.2
(Don't know)	F	GO TO Q.2

ASK THOSE WHO 'DID NOT' MENTION SHOPPING FOR FOOD, NON-FOOD OR BOTH FOOD AND NON-FOOD AT Q.1, OTHERS GO TO Q.3:

Q.2 Do you intend to do any shopping in (STUDY CENTRE) today?

Yes	1	GO TO Q.3
No	2	GO TO Q.4
(Don't know)	3	GO TO Q.4

ASK THOSE WHO SAID 'YES' AT Q.2 OR RESPONDED 'SHOPPING' AT Q.1, OTHERS GO TO Q.4:

Q.3 What do you intend to buy in (STUDY CENTRE) today?

DO NOT PROMPT CODE UP TO THREE RESPONSES:

Food and groceries	1
Newspapers / magazines	2
Confectionery / tobacco	3
Clothing / footwear	4
Furniture / carpets / soft furnishings	5
Domestic electrical goods	6
Other electrical goods (TV, Hi-fi etc)	7
DIY / hardware / gardening	8
Other household goods	9
Gifts / jewellery / china and glass	A
Books / CDs / videos / toys / hobbies	B
Health / beauty / chemist items	C
Other (PLEASE WRITE IN)	D
(Don't know)	E

ASK ALL
Q.4 How often do you visit (STUDY CENTRE) for food shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

Daily	1
Once a week or more	2
Less than once a week	3
Less than once a fortnight	4
Less than once a month	5
Don't know/varies	6
Don't do this activity	7

ASK ALL
Q.5 How often do you visit (STUDY CENTRE) for non-food shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

Daily	1
Once a week or more	2
Less than once a week	3
Less than once a fortnight	4
Less than once a month	5
Don't know/varies	6
Don't do this activity	7

ASK ALL
Q.6 How often do you visit (STUDY CENTRE) for leisure activities?
DO NOT PROMPT. ONE ANSWER ONLY.

Daily	1
Once a week or more	2
Less than once a week	3
Less than once a fortnight	4
Less than once a month	5
Don't know/varies	6
Don't do this activity	7

ASK ALL:
Q.8 Do you intend to visit any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today?
ONE ANSWER ONLY

Yes	1	GO TO Q.9
No	2	GO TO Q.11
(Don't know)	3	GO TO Q.11

ASK THOSE WHO SAID 'YES' AT Q.8. OTHERS TO Q.11:
Q.9 And what type of facilities do you intend to visit today?
DO NOT PROMPT CAN BE MULTI-CODED What others?

Sports facilities	1
Pubs / bars	2
Restaurants / café	3
Takeaway food	4
Walk about / look around	5
Theatre	6
Other (PLEASE WRITE IN)	7
(Don't know)	8

ASK THOSE WHO SAID 'SHOPPING' AT Q.1, 'YES' AT Q2 OR 'YES' AT Q8, OTHERS GO TO Q11:
Q.10 Approximately how much will you spend in total on each of the following during your visit to (STUDY CENTRE) today?
ONE ANSWER PER COLUMN

Food & Grocery	Non-food	Eating / drinking out
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	(1)	(2)	(3)
Nothing	1	1	1
Less than £5.00	2	2	2
£5.01-£10.00	3	3	3
£10.01-£20.00	4	4	4
£20.01-£30.00	5	5	5
£30.01-£40.00	6	6	6
£40.01-£50.00	7	7	7
£50.01-£75.00	8	8	8
£75.01-£100.00	9	9	9
£100.01-£150.00	A	A	A
More than £150.00	B	B	B
(Don't know)	C	C	C
(Refused)	D	D	D

ASK ALL:

Q.11 How did you travel to (STUDY CENTRE) today?
DO NOT PROMPT ONE ANSWER ONLY

Car-driver	1	GO TO Q12
Car-passenger	2	GO TO Q12
Bus / coach	3	GO TO Q13
Train	4	GO TO Q13
Taxi	5	GO TO Q13
Walked	6	GO TO Q13
Bicycle	7	GO TO Q13
Got dropped off	8	GO TO Q13
Other (PLEASE WRITE IN)	9	GO TO Q13

Q.12 ASK THOSE WHO RESPONDED 'CAR DRIVER' OR 'CAR PASSENGER' AT Q11
 Where did you park today?
DO NOT PROMPT ONE ANSWER ONLY

Newcastle-under-Lyme Town Centre

Barracks Road	1
Blackfriars Road	2
Civic Offices, Corporation Street	3
Former Sainsbury's, Corporation Street (multi-storey)	4
King Street	5
Midway (multi-storey)	6
Morrison's, Goose Street	7
Merial Street	8
Silverdale Road	9
Vue Cinema/The Square, High Street (multi-storey)	A
Windsor Street	B
On-street (metered)	C
On-street (not metered)	D
Other (Please write)	E
Don't Know	F

Kidsgrove Town Centre

King Street	1
Heathcote Street	2
Meadows Road (Kidsgrove Railway Station)	3
Tesco, Liverpool Road	4
On-street (metered)	5
On-street (not metered)	6
Other (Please write)	7
Don't know	8

ASK ALL:

Q.13 How long did your journey take?
DO NOT PROMPT ONE ANSWER ONLY

0-5 minutes	1
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6-10 minute	2
11-15 minutes	3
16-20 minutes	4
Over 20 minutes	5

ASK ALL:

Q.14 Which of the following influenced you to come to (STUDY CENTRE) today?
DO NOT PROMPT. ONE ANSWER ONLY.

- Close to home
- Close to work
- Attractive environment/nice place
- Good public transport
- Medical services
- Job Centre
- Financial services
- Library
- Market
- Leisure facilities
- Ease of parking
- Competitive prices
- Arts and Heritage Centre
- Visit a particular shop
- Other (PLEASE WRITE IN)
- (None of these)

ASK ALL:

Q.15 Which other shopping centres, towns or retail parks do you use regularly, (i.e. at least once every three months) ?
DO NOT PROMPT PROBE FULLY: What others ?

(No other centre)	1
Birmingham City Centre	2
Burslem Town Centre	3
Chester City Centre	4
Congleton Town Centre	5
Crewe Town Centre	6
Leek Town Centre	7
Longton Town Centre	8
Macclesfield Town Centre	9
Manchester City Centre	A
Meir Town Centre	B
Newcastle-under-Lyme Town Centre	C
Nottingham City Centre	D
Stafford Town Centre	E
Stoke Town Centre	F
Stoke-on-Trent City Centre (Hanley)	G
Telford Town Centre	H
Tunstall Town Centre	I
Other (PLEASE WRITE IN)	J
(Don't know)	K

ASK ALL

Q.16 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today?
DO NOT PROMPT ONE ANSWER ONLY

0-15 minutes	1
16-30 minutes	2
31 minutes – under 1 hour	3
1 – 1 ½ hours	4
Over 1 ½ - 2 hours	5
Over 2-3 hours	6
Over 3 hours	7
(Don't know)	8

ASK ALL

Q.17 How often do you shop in (STUDY CENTRE) ?
ONE ANSWER ONLY

Everyday	1
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2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
Never	7
(Don't know)	8
(Refused)	9

ASK ALL

Q.18 Compared to other centres you visit regularly how do you rate the (STUDY CENTRE) in respect of the following factors?
READ OUT. ONE ANSWER PER STATEMENT

	Very good	Quite good	Neither good nor poor	Quite Poor	Very Poor	(Don't know)
Accessibility by car	1	1	1	1	1	1
Availability of parking	2	2	2	2	2	2
Parking charges	3	3	3	3	3	3
Traffic congestion	4	4	4	4	4	4
Accessibility by public transport	5	5	5	5	5	5
Personal safety	6	6	6	6	6	6
Range of non-food shops	7	7	7	7	7	7
Range of food shops	8	8	8	8	8	8
Quality of food shops	9	9	9	9	9	9
Quality of non-food shops	A	A	A	A	A	A
Range of retail warehousing/retail parks	B	B	B	B	B	B
Daytime entertainment/leisure facilities	C	C	C	C	C	C
Evening Entertainment and leisure facilities	D	D	D	D	D	D
Theatres	E	E	E	E	E	E
Cinemas	F	F	F	F	F	F
Town Centre events	G	G	G	G	G	G
Liveliness / street life / character	H	H	H	H	H	H
Quality / number of places to eat/drink	I	I	I	I	I	I
General shopping environment	J	J	J	J	J	J
Attractiveness of built environment	K	K	K	K	K	K
Planting / landscaping	L	L	L	L	L	L
Layout of centre	M	M	M	M	M	M
Public toilets	N	N	N	N	N	N
The Market	O	O	O	O	O	O

ASK ALL

Q.19 What improvements would you like to see made in (STUDY CENTRE)?
DO NOT PROMPT CODE UP TO THREE RESPONSES:

Nothing in particular	1
Increase the range of national / multiple chain stores	2
Increase the range of local / speciality retailers	3
Improve quality of shops and services	4
Improve the appearance of the town centre	5
Improve the market	6
Make the centre safer (more CCTV, policing, better lighting etc)	7
Remove/reduce traffic congestion	8
Provide more housing in the town-centre	9
Improve frequency of public transport	A
Improve car parking availability / reduce parking charges	B
Provide better entertainment / leisure	C
Improve quality and range of cafes and restaurants	D
Improve pedestrian links and facilities in the town centre	E
Improve food store	F
Other (PLEASE WRITE IN)	G
(Don't know)	H

ASK ALL:

Q.20 Do you or other members of your household ever come to (STUDY CENTRE) in the evenings?
ONE ANSWER ONLY

Yes	1	GO TO Q.21
No	2	GO TO Q.22

ASK THOSE WHO SAID 'YES' AT Q.20

Q.21 What do you or other members of your household do in (STUDY CENTRE) in the evening ?
DO NOT PROMPT CAN BE MULTI-CODED What others ?

Sports facilities	1
Pubs / bars	2
Restaurants	3
Services (eg. cash tills)	4
Takeaway food	5
Walk about / look around	6
Theatre	7
Nightclubs	8
Other (PLEASE WRITE IN)	9
(Don't know / varies)	A

ASK ALL:

Q.22 What do you like about visiting the entertainment facilities in (STUDY CENTRE) ?
DO NOT PROMPT CODE UP TO THREE RESPONSES

Nothing in particular	1
Close to home / easy to get to	2
Good theatre	3
Good choice of restaurants	4
Good quality of restaurants	5
Good quality of pubs / bars	6
Good choice of pubs / bars	7
Good health/fitness facilities	8
Other (PLEASE WRITE IN)	9
(Don't know)	A
(Don't visit these places in (STUDY CENTRE))	B

ASK ALL

Q.23 What do you dislike about visiting the entertainment facilities in (STUDY CENTRE)?
DO NOT PROMPT CODE UP TO THREE RESPONSES:

Nothing in particular	1
Poor choice of facilities	2
Too expensive	3
Unsafe / poor security / dangerous	4
Lack of car parking	5
Car parking charges	6
Lack of public transport	7
Other (PLEASE WRITE IN)	8
(Don't know)	9
(Don't visit these places in (STUDY CENTRE))	A

ASK ALL

Q.24 Do you generally feel safe walking around the (STUDY CENTRE) in the day?
DO NOT PROMPT. ONE ANSWER ONLY.

Yes 1
No 2
Don't know 3

ASK ALL

Q.25 Do you generally feel safe walking around the (STUDY CENTRE) at night?
DO NOT PROMPT. ONE ANSWER ONLY.

Yes 1
No 2
Don't know 3

ASK ALL

Q.26 Do you feel safer in the (STUDY CENTRE) than you did 12 months ago?
DO NOT PROMPT. ONE ANSWER ONLY.

Yes 1
No 2
Don't know 3

ASK ALL

Q.27 Do you feel the following would make you feel safer in the town centre?
READ OUT. ONE ANSWER PER STATEMENT.

	YES	NO	DON'T KNOW
Increased policing/patrolling	1	1	1
Increased CCTV use	2	2	2
Improved street lighting	3	3	3
Fewer pubs/clubs etc	4	4	4
More people living in town centre	5	5	5
More secure car parks	6	6	6
Removal of shrubs/street furniture	7	7	7

CLASSIFICATION

NAME: _____

ADDRESS: _____

POST CODE: TEL. No. _____

Sex:	(4)	AGE GROUP:	(5)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		35 - 44 years	3
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

ETHNICITY	(6)
White:	
White – British	1
White – Irish	2
Any other white background (PLEASE SPECIFY)	3
<hr/>	
Black or Black British:	
Black – Caribbean	4
Black – African	5
Black - Any other black background (PLEASE SPECIFY)	6
<hr/>	
Mixed:	
Mixed - White and black	7
Mixed – Caribbean	8
<u>White - White and black African</u>	<u>9</u>
White - White and Asian	A
White - Any other mixed background (PLEASE SPECIFY)	B
<hr/>	
Asian:	
Asian – Chinese	C
Asian – Indian	D
<u>Asian – Pakistani</u>	<u>E</u>
Asian – Bangladeshi	F
Asian - Any other Asian background (PLEASE SPECIFY)	G
<hr/>	
Gypsy	H
Any other ethnic background (PLEASE SPECIFY)	I
<hr/>	
(Don't know / refused)	J

Religion: Please indicate your religion or belief	(7)
(None)	1
Buddhist	2
<u>Christian</u>	<u>3</u>
Jewish	4
Hindu	5
<u>Sikh</u>	<u>6</u>
Muslim	7
Any other religion (PLEASE SPECIFY)	8
<hr/>	
(Don't know)	9
(Refused)	A

Language: Where English is not your first language, please specify your main language

	(8)
Other language (PLEASE SPECIFY)	1
<hr/>	
(No other language / English is my first language)	2
(Don't know / varies)	3
(Refused)	4

Disabilities: Do you consider you have a disability? If so, what is the nature of your disability?

	(9)
Disability (PLEASE SPECIFY)	1
<hr/>	
(No disabilities)	2
(Don't know / varies)	3
(Refused)	4

OCCUPATION OF CHIEF WAGE EARNER: _____

AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

HOUSEHOLD COMPOSITION:

Number of adults: (11)

No. of children 15 years and under: (12)

DAY OF INTERVIEW:	(13)	LOCATION:	(14)
Monday	1	Newcastle-under-Lyme	1
Tuesday	2	Kidsgrove	2
Wednesday	3		
Thursday	4		
Friday	5		
Saturday	6		

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

(15) (16)

INTERVIEWER'S SIGNATURE: _____ DATE

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